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THE AMERICAN FARMER AS OF 1960

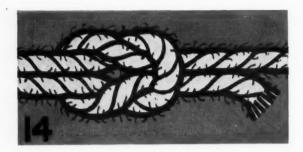
By Carroll R. Streeter, Editor of Farm Journal

See Page 7

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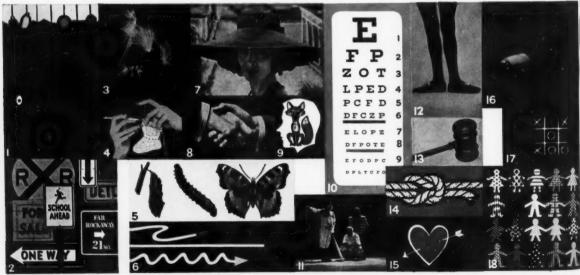
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A BRIEF

HISTOIRE DAIR FRANCE

(that is also a history of French aviation)

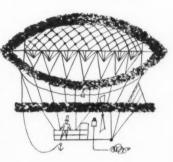
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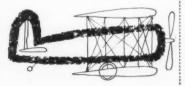
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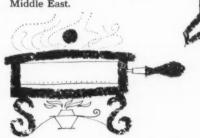






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"U.S.News & World Report" is the only magazine devoted exclusively to the important news of the nation and the world. Its purpose is to inform rather than entertain. D

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A JOURNAL OF OPINION IN THE FIELD OF PUBLIC RELATIONS PRACTICE

PUBLIC RELATIONS JOURNAL

VOLUME XVI

fices in

MAY 1960

The American Farmer

NUMBER 5

	As of 1960 Carroll P. Streeter	7
Verne Burnett Editor	The American farmer, a many-faceted character, is actually a consumer, a voter, an investor, a worker—and a businessman.	
MARY E. MCNEILL	Business-Sponsored Films—	
Executive Editor	Dynamic Public Relations Tool James H. Graham Communications experts have unlimited horizons for company messages if they learn to utilize nontheatrical films properly.	12
WILLIAM W. COOK		
Stephen E. Fitzgerald Bill Foreman David Goodman Roy Leffingwell	The Chicago Roundtable James R. Irving Public relations practitioners, trade association executive find idea exchanges and discussions of mutual problems beneficial.	17
DAVID LEWIS	Public Relations Institute	
ROBERT L. L. MCCORMICK TED B. SHERWIN JAMES H. STACK ROBERT VAN RIPER	To Feature Top Lecturers	20
Contributing Editors	Changing Fashions	
G. M. LEWANDER Advertising Director	And Tastes in Food	24
Editorial and	A Town That	
Advertising Office: 375 Park Avenue New York 22, N. Y. PLaza 1-1940	Never Gives Up	26
	Books in Review	28
Published by: Public Relations Society	Establishing Identity	
of America, Inc. (Mr.) Shirley D. Smith Executive Director	Through Signs, Symbols	31

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Editorial

THANKS FOR FRIENDS!

• The word "criticism" has several meanings. Among them we find "observation, judgment or review." Also "the art of judging or evaluating with knowledge and propriety." Many people overlook the fact that critical comment may be either favorable or unfavorable. Well, the field of public relations receives both kinds.

Unfriendly comments have appeared in publications from time to time — usually based on superficial knowledge. Or the writers drew a distorted, unfair picture by concentrating on a small segment of public relations activity.

Some public relations practitioners have protested by writing a "letter to the editor." They have given talks to a wide variety of groups. They have tried to build understanding of public relations among employees, stockholders, plant communities, dealers and many others. Hundreds of colleges carry the torch to thousands of future leaders in many walks of American life.

The Public Relations Society of America has printed various materials and is studying intently what it might do further with informative booklets and other communications. More fundamental, of course, there are strong internal efforts to improve professional standards and practices.

It may not represent an actual movement, but recently some media of communication have shown unmistakable signs of a better understanding and appreciation of public relations.

The "Monitor" Speaks Up

The Christian Science Monitor recently ran an editorial entitled, "Confusing Public Relations and Payola." It started by quoting a professor's statement that "80 per cent of all newspaper material emanated from public relations sources." He apparently left an impression that this was something like "payola" in broadcasting.

The Monitor wrote in effect: "Apart from being a high estimate, the comment implies a rather jaundiced view of the function of public relations. The hearer may not recognize that a considerable proportion of the output of public relations comes from opposing sides of public questions or from competing interests in business. The newspaperman still has the task of correlating and evaluating the data delivered to him.

"There is also the factor that skilled, responsible preparation of facts or statements often makes for accuracy as compared with off-the-cuff interviews or hit-and-run press conferences," the *Monitor* stated.

From "The Columbus Dispatch"

Mardo Williams, who writes "Today in Columbus

Business" for *The Columbus Dispatch*, has the following to say:

"At least a hundred Columbus people—a third of them women—work full-time in a public relations capacity for 80 local firms, trade groups and professional associations which conduct year-around programs.

"Public relations, of course, requires a knowledge of the client organization's practices and policies, an understanding of the existing attitudes and desires of its publics and the ability to keep both the organization and those publics constantly informed.

"Public relations must be continuous, long range and objective if it is to accomplish lasting benefits."

Mr. Williams made further favorable comments, but the preceding gives a rather clear idea of his understanding attitude.

Business Publications, Too

Numerous business and special publications make no bones about their appreciation of the services of public relations personnel in the providing of accurate, useful and interesting material. To cite just one example, up-and-coming *Automotive Industries* has written a letter to public relations practitioners. It reads in part:

"By all means call us when you want to query us about any topic which we might use, if you need additional information. Be sure to include us on lists for your annual reports, as well as your product information, pre-prints of technical papers prepared by engineers or management executives and research experts. We maintain advance travel schedules and try to attend all conferences and pre-views to which we are invited, if they are important to the industries which we serve.

"We welcome public relations executive visits to our main editorial offices to meet our editors personally. If possible, we arrange a conference session so that editors can discuss their specific interests with our public relations guests."

Other Encouraging Evidence

Various broadcasters invite public relations workers to provide usable ideas and materials, with an explanation of what is wanted and a description of requirements. Influential *Editor & Publisher* prints a column to acquaint its newspaper friends with public relations affairs and services. It is making a survey to support its efforts. In a widely circulated letter, *E & P* requests: "To help us keep up with what you are doing, please put us on your list to receive all news releases."

We hope that these examples indicate a trend among the various media of communication toward better understanding and appreciation of what public relations is and does.

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THE AMERICAN FARMER AS OF 1960

By Carroll P. Streeter Editor, Farm Journal

Farmers and farming are so vital to our society and economy—so many changes have occurred in this field in recent years—and so much of all this has an important bearing on public relations, that we asked Carroll P. Streeter, editor of FARM JOURNAL to prepare an exclusive article for the PUBLIC RELATIONS JOURNAL. He complied and we thank him heartily,

—The Editors

• It is quite natural that farmers and agriculture should hold major interest for many in public relations work.

Measured simply in terms of

Measured simply in terms of money, agriculture is approximately \$40 billion a year industry. With total assets of \$203 billions, farmers' holdings are approximately equal to the value of all of the stocks listed on the New York Stock Exchange.

As a consuming unit, agriculture is virtually in a class by itself. For example, to power the 12 million cars, trucks, tractors on America's farms, farmers buy the equivalent of 15 billion gallons of petroleum fuels annually.

As seen through the public relations man's eyes, the farmer is a many-faceted character.

The farmer as a consumer

As a consumer, he not only spends at a multi-billion dollar rate, but also because he spends both for the materials that go into his business and for the goods and services of family living, he buys a wider variety of things than any comparable group in our society.

As a *voter*, the farmer is politically potent. Farm people today constitute only about 12 per cent of the nation's

population. Yet because of their distribution, and because of the manner in which representation is apportioned among states and counties, farmers exert influence in Congress, in legislatures and in county governments far beyond any comparable number of other voters.

As an *investor*, the farmer is an independent, free-enterprising businessman. Agriculture has been described as a last stronghold of the familyowned business. The average capital required to create a job on the farm today exceeds by several thousands of dollars the average per-job investment in manufacturing industries. But in addition to their investment in land, livestock and equipment, farmers are important investors in mortgages, life insurance and increasingly in corporate securities.

As a worker, the farmer is a growing factor in the nation's industrial labor force. Decentralization of industry into rural areas, and mechanization on the farm have combined to create a situation where a growing number of farmers (including farmers' sons who live on the farm, and farmers' wives) are combining farming with off-farm work. The infusion of their economic and social thinking has had demonstrable influence on labor relations in many places.

Updating farm public relations

In all of these characteristics, therefore, farmers — and farming — hold more than ordinary public relations interest. Increasingly, however, it seems that many persons are finding it difficult to write to or about farm-

ers and farming in realistic terms. This is not surprising. There are many reasons why farms and farmers seem remote from most of us in the cities today. Only a minority of us came to the city directly from the farm, and most of us are now more than a single generation away from the land.

While our physical image of farms has been growing steadily dim, our mental image has also become blurred as the result of the events of recent years.

Mechanized farming

A highly mechanized farming industry still operating within the framework of federal aid programs originally designed to cope with the bitter distress of depression years is enough to confuse even the most astute observers—and indeed, it does.

The significance of the chemical and mechanical revolutions in farming is only imperfectly understood by most urban people.

Perhaps what has obscured agriculture's "corporate image" as much as anything is the mass of confusing, if not downright contradictory, statistics that surround the farming business. Probably no other element of our economy, no other group of our citizenry, is so statistically obfuscated.

Both the Bureau of the Census and the Department of Agriculture publish figures on number of farms, neither of which agrees with the other. The census is about to disagree with itself, as the result of changing its own definition of what a farm really is. This technical change may

Continued on Page 8



AGRICULTURE has been described as a last stronghold of the family-owned business. The average capital required to create a job on the farm today exceeds by several thousands of dollars the average per-job investment in manufacturing industries. The farmer of 1960 usually has an up-to-date home and production-engineered buildings.

"wipe out" at the stroke of a pen, so to speak, somewhere between a quarter- and a half-million rural tracts that have in the past been dignified by being described as "farms." A change in definition obviously cannot alter the nature of these properties or the uses to which they are put, but such a drastic change in a significant statistic can produce marked-and largely unwarranted-changes in public attitudes and business thinking.

There are measures of farm income without end; not simply gross and net, but with and without government payments; with and without net changes in inventories from one year to another; with and without the living values the farm furnishes (housing, food, etc.); with and without the \$6 billion to \$8 billion or more farmers annually take in from non-farm sources. Too often lost sight of is the big difference between "farm income" and "farmers' income."

Little wonder that at one and the same time "the farmer" can be portrayed (with some statistical evidence for each) as being a bloated capitalist, and as still living on Tobacco Road. Agriculture cannot be reduced to such simple elements that an accurate picture can be painted with just a few broad brush strokes.

There are, however, some basic elements which can help any interested person achieve far better understanding of farmers and farming. Among them are these:

There is no such thing as a typical farmer. A range cattleman in Colorado is a far different kind of individual than a dairyman in Vermont, who hardly resembles a cotton grower in Alabama, who bears as little likeness to an Iowa hog farmer as a California avacado grower bears to a New Jersey egg producer. "The farmer" thus just simply doesn't exist as such.

There are rich farmers, and poor farmers, and the vast majority who are neither. Not all farmers are subsidized by the government; most are not. Only a few crops and products are required by law to be supported.

If farmers had their way, more than half of them would vote for the government to get out of farming, and let them work out their own salvation. At least, that's what they told Farm Journal in two nation-wide opinion polls conducted by mail a year apart.

But farmers, despite the results of those polls, are not in agreement. General farm organizations (the Farm Bureau, the Grange and the Farmers' Union) advance different program policies. So do the commodity organizations (the wheat growers, the milk producers and so on). The farm bloc, so far as that term refers to a united agriculture, is therefore a myth. We had something of one once, but it has largely disintegrated.

Farmers are not going broke, although it is true that currently they are caught in a situation where many farm prices are lower than they have been, while farmers' costs generally are higher. But many farmers are market earning less than they are entitled to, either for their labor, or as a return on their invested capital.

Generalization is hazardous

Generalization about farming's economic situation is always hazardous, because rarely does all agriculture move up and down at the same time. Dairymen can do well while poultrymen suffer; cotton can be high when hogs are low. Often, in farming, one man's famine is another man's feast. A freeze that kills Florida citrus sends the price of California oranges skyrocketing. Cheap feed grains in the corn belt may be bad news there, but it cheers the eastern dairyman or poultryman who has to buy the grain.

Farming is not going to wind w in the hands of a few enormous agriculture corporations-not within our lifetimes, at least. The number of farmers is declining because many farmers on small, inefficient farms can make more money working in industrial or service occupations. But they are transferring their land to other farmers who stay on the land, and thus make their situations in agricul-

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are more secure. The land is not eing gobbled up by corporate operators; these small farmers mainly sell out to their neighbors. All of the hrink in the number of farms is taking place among farms of less than 260 acres; above that figure, the number is rising. By today's mechanized standards, a 260-acre farm is only a modest family-type, commercial farm.

Today agriculture is divided into two main classes: The 3,000,000 commercial farms that produce 98 per cent of our food and fiber, and the 1,000,000 other farms—largely in rural residential category-that produce little for sale.

One of the great reasons for misunderstanding the true state of farming is that virtually all average figures for farming and farmers are expressed in terms of the full 4,000,000.

For example, if you divide agriculture's approximately \$40 billion gross income among 4,000,000 farms, you get an average of \$10,000 per farm.

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But the fact is that the 3,000,000 commercial farms are grossing an average of nearer to \$13,000 per farm, and the 1,000,000 other "farms" are grossing an average of nearer to \$1,000 per farm.

A business that evaluates the farm s are market in terms of 4,000,000 \$10,000-families might come up with a quite different picture of its potential than another business which based its plans on a far more realistic appraisal of the potential in 3,000,000 of the \$13,000-families.

The gulf between the 3,000,000 dous, and the 1,000,000 also demonstrates one of the shortcomings of farm programs based on subsidies and crop control. The 1,000,000 don't raise

ABOUT FARMERS

"There is no such thing as a typical farmer. A range cattleman in Colorado is a far different kind of individual than a dairyman in Vermont, who hardly resembles a cotton grower in Alabama, who bears as little likeness to an lowa hog farmer as a California avacado grower bears to a New Jersey egg producer. 'The farmer' thus just simply doesn't exist as enough to benefit materially from subsidies at any level, and if you kept all of their production off the market, it would have scant effect on farm prices generally.

The low-income farm families do represent a vast challenge to our society and economy, but we have been looking in the wrong place for a solution to the problem when we have sought for it within the framework of our present farm program. For these people, establishment of more industrial enterprises in rural communities, offering lucrative off-farm employment, is a better answer.

Dali-esque picture

If there is any one single clear image the public has of farming today, it probably is a Dali-esque picture of remarkable clarity and vast distortion associated with surpluses. Today's surpluses are the product of the unprecedented gains farmers have made in productive efficiency, particularly since the end of World War II, largely as a result of science, industry and agriculture joining forces.

In terms of output per man-hour of labor, farmers have been increasing their efficiency at twice the rate of non-farm industry. They have kept the annual increase in their output running steadily ahead of our annual population gains, despite the explosive nature of our national growth.

The same efficiency of American agriculture that produces surpluses also makes it possible for us to have a higher percentage of our labor force engaged in industrial and service occupations than any other nation which also undertakes to make itself selfsufficient in food and fiber.

This accounts for Russia's intense interest in American farming methods. Lacking American farmers' skill and equipment, Russia keeps a vastly higher percentage of its total labor supply on the land than we do, yet produces a far poorer diet for its population, either in quality or variety, and a far smaller per capita of natural clothing fibers. Khrushchev clearly understands that for Russia to catch up with the United States industrially, it must first catch up agriculturally, else it will not have enough manpower to meet its industrial demands.

In terms of practical applications, what do these facts mean to the public relations man? One thing is certain: Many farmers feel they are

• CARROLL P. STREETER is editor of FARM JOURNAL, the world's largest farm publication. He was born on a South Dakota livestock ranch and was graduated from Iowa State College in animal husbandry and agricultural economics. He became farm editor of the Cedar Rapids, Iowa, GAZETTE; ioined the staff of THE FARMER'S WIFE magazine in 1927; came to FARM JOURNAL in 1939 when the two magazines merged. He has been editor since 1955. When the American Association of Agricultural College Editors established an award in 1947 to recognize outstanding contributions to agriculture through journalism, Carroll Streeter was chosen to receive the first plaque. .

seriously misunderstood by the public, and some are highly resentful. Those whose products are not subject to federal supports are bitterly critical when they see themselves categorized as "feeders at the public trough."

As raw product producers in a food industry where a steadily rising proportion of the consumer's dollar goes into transportation, processing, packaging and distribution costs, many farmers feel that "everyone else gets his before we get ours." Many are critical of the ability of labor to enforce its demands for higher wages. Sometimes this attitude results in criticism of industry for yielding to labor's demands.

On the positive side, the farmer in his own "industrial" role stands in a unique relationship to his industrial suppliers. He not only makes the purchasing decisions, but he personally uses what he buys. Thus, while a corporate purchasing agent may be primarily concerned with specifications and price, the farmer also is concerned with the way in which the product is used, and sees at first-hand the results achieved.

Educational level rising

The level of education among farm people is steadily rising, and as a result they are exposing themselves to more communications media than ever before. This, however, produces a mixed picture — one of import to public relations practitioners. For all of the fact that the farm family appears to be more nearly integrated with the population as a whole, so far



as its level of living and its use of consumer goods are concerned, increasingly the farm family finds it difficult to achieve self-identification with much of the editorial content in urban-oriented media, whether print or electronic. One farm woman epitomized the situation when she said, "I read X magazine to see how the other half lives, and my farm magazine for its down-to-earth help for me."

While television set ownership is rapidly nearing the saturation point among farm families within range of TV stations, these factors limit the effectiveness of television as a medium of communication in the farm market:

 The different time schedule of farm families, when a large percentage of them are in bed during TV's prime hours.

The limited program choices in many areas served by only one or two channels.

 The lack of coverage or the availability of only fringe reception, where a small but significant number of farm families live

Indeed, the encroachment of the



suburbs into "open country" areas produce sharp cleavages having their origin in problems related to land use, tax structures, need for expanded public services, and diversity of social and cultural patterns.

While it may thus be evident that in some ways the integration of farm families with the rest of society has some distance to go, their integration as buyers of consumer goods probably has moved much faster than many realize.

Portrait of the modern farmer

Modern merchandising, which makes the same goods available nation-wide; modern communications, rising per-family farm income, good rural roads and almost universal car ownership among farm families have combined to produce shopping patterns among farm families that are far different from those as recent as just before World War II, and quite different in some respects from those of the urban population as well.

The most dominant factor here is the farm family's mobility. It does not live in a town or city; it lives between shopping points. This produces a pattern which, more often than not, makes it appear that when the farm family goes shopping it heads off in all directions at once.

Literally, the family may buy its groceries in one town; some of its production supplies in another town, and for big-ticket or specialty merchandise, may travel considerable distances to major metropolitan centers that offer the widest range of selection. Knowledgeable department store merchandisers draw their trading area maps to include far more territory than do most market analysts. Perceptive small-town business promoters know that the surest way to promote high-volume farm retail trade on main street is to make sure their towns are strong in providing needed farm business service facilities.

What, then, is the true picture of farming and the farmer today? I've said that there is no such thing as a typical farmer, and yet because human nature seems to demand prototypes, let's think of someone who would be representative of the kind of farmer who is in the ascendancy today.

If I were trying to visualize a prototype for an artist, I'd tell him that my farmer is the proprietor of a business with a capital investment of \$75,000

and upwards. Therefore, he is obviously a man of some maturity, intelligence and economic substance.

Because he leads a vigorous, outof-doors life, he's in good physical shape. I'd suggest that my artist pick a model who could also pose, let's say, for a picture of a civil engineer, a geologist or an airline pilot.

I'd suggest to my artist that he disabuse himself of nostalgic notions about farm background.

Every job mechanized

This modern farmer of ours has (or he's probably going to have) a modern ranch-type home. There's no big, fat barn—a drafty, inefficient monument to farming success. Instead, there's an array of modern, production-engineered buildings. There are few corn shocks or haycocks in the fields, but there is plenty of machinery in evidence. On this farm practically every job is mechanized. Nothing is moved or lifted by hand if there's a machine that will do the job better and quicker.

I'd tell my artist to give my man some quality of character to suggest determination—determination to stay in business at a profit; to keep his family on the land; to win his battle to survive free and independent, doing what he wants to do, where he wants to do it; making the most of his personal and physical resources so he can make his maximum contribution to the nation of which he is such an important and indispensable part.

I'd have my artist give my farmer, a wife with poise and self-assurance; competent to manage a busy establishment which is both a home and a place of business. In her we'd strive for those characteristics that qualify her not only as a wife and mother, but as a business partner, and as a leader in a community which still must be more dependent on the self-sufficiency of its citizens than are most urban communities.

Then I'd have my artist give the family children — healthy, active youngsters enjoying the almost unique advantages of being reared by both parents, and of having work responsibilities as well as enjoying the happy play of childhood.

That's my picture of the American farmer, his family, and his farm—a picture essential for corporate executives, public relations and marketing people to understand.

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Business-Sponsored Films— Dynamic Public Relations Tool

By James H. Graham

• There's more than one way to skin a cat—or sell a truck—as officials of the International Harvester Company can testify.

A few years ago, the company decided to make its contribution to the campaign against death on the nation's highways through a motion picture film called "Day in Court." The film described the work of a noted Los Angeles Traffic Court Judge.

It made no attempt to sell anything but traffic safety. Yet its very non-commercialism so impressed one department head in the Los Angeles city administration that he called in an International Harvester representative immediately after viewing the picture and placed for the first time an order for trucks with that company.

The so-called public relations film does not always, of course, achieve such direct sales benefits. That it does "sell" something, however, be it a product, a company, a service or a way of life, is becoming more apparent—judging from the number of companies that are vaulting aboard the film bandwagon.

"It is estimated," said *The New York Times*, in an article on business-sponsored motion pictures, "that more than 3,000 companies and trade associations in the nation are sponsoring one or more 16mm movies as part of their institutional programs. With a strong assist from television, these company films are being seen by an estimated total of 20,000,000 persons a week."

American business is now spending more than \$175 million annually for

nontheatrical films—and public relations budgets are assuming a substantial share of the bill.

"The largest category of business films and the one with the largest audience," said *Newsweek* magazine in an article titled 'Enterprise on Celluloid,' "comes under the catchall term 'external public relations.' These films range all the way from purely public service pictures, with no direct sales message, to films designed to recruit employees from high schools and colleges."

The results of a poll taken by the Opinion Research Corporation seem to confirm that statement. The research group's survey of 100 major corporations showed that 82 per cent used motion pictures for external public relations, the largest single use reported. Other uses were: employee safety training (72 per cent), advertising and sales promotion (61 per cent), sales training (56 per cent), job training (51 per cent), supervisory training (44 per cent), economic education (32 per cent), management development (20 per cent), as part of the annual report to stockholders (5 per cent).

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Why is an increasing group of American businessmen becoming movie conscious?

Newsweek offers one answer: "Hardheaded businessmen though they may be, many executives, especially ones new to the field, are as titillated as any movie fan at the prospect of making a picture (to the point of sometimes wanting to appear in them). 'Companies with big established programs pay my rent,' says one producer. 'But it's the new ones that give me the biggest kick. They fall in love with movies.'"

The power of motion pictures as a public relations tool

But the businesman can rely on more mundane arguments to back up his belief in the power of motion pictures as a public relations tool. As the Opinion Research report puts it: "The cold logic of straight facts can be persuasive, but there are many people who think more in the language of human emotions. The film is thoroughly at home in the language of human emotions..."

The skilled public relations practitioner knows this, of course, and that the film medium is one of the most effective means of transferring information. He also is familiar with the mo-

IMPORTANT RESULTS

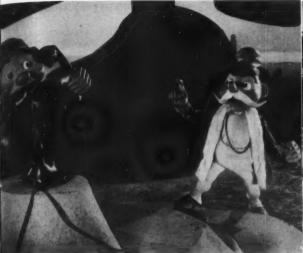
It's quite apparent that "business films" merit consideration as an important informational tool for the public relations specialist. Apart from circulation figures and value judgments as to whether a particular film has accomplished its communications goal—it is difficult to cite specific dollars-and-cents results.

Some examples are available, however. From the standpoint of increased

sales, some of the records have been phenomenal.

More often, results for public relations films are measured in publics reached — and, presumably, influenced to thought or action.

Unsubstantiated but worth considering is the trade tale of the \$50,000 film — produced for an audience of one. Despite its per viewer cost of \$50,000, the film had to be termed a success. It reportedly sold some \$22 million worth of engines.





"ADVENTURE IN TELEZONIA," produced by American Telephone and Telegraph Company, is still in demand after 10 years. Statistics show that more than 5,076 prints are now in circulation and has been viewed by a school audience of more than 15,000,000. Film runs 30 minutes.

"DAY IN COURT," made by International Harvester Company, makes no attempt to sell anything but traffic safety. The film describes the work of a noted Los Angeles Traffic Court Judge and campaigns against death on the nation's highways. It was made a few years ago.

tion picture's vast audience potential, economy and versatility.

Potential audience

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Depending upon his objectives, a film sponsor can reach its external audience via any one or a combination of four distribution channels:

 Lending prints to audiences self-equipped with 16mm sound projectors.

(2) Lending prints to television stations for sustaining broadcasts.

(3) Using itinerant roadshowmen to reach rural and small-town audiences, or supplying operators and projectors to audiences.

(4) Showing prints in theatres.

No one knows exactly how large this total potential audience is. There are, however, significant clues.

The so-called nontheatrical audience (schools, clubs, business and industry, church groups, social agencies, stockholders, et al) has reached awesome proportions in recent years. One indication is that there are now well over one million clubs in the United States each with more than 50 members. Another is that more and more groups now own low-cost projection equipment which can be used for sponsored film showings. The estimated total number of 16mm projectors now in use in the United States exceeds 632,500. Before World War II only 25,000 16mm projectors were reported in use. Today, experts agree that a film produced for general circulation can easily attain a viewership of 4 to 5 million a year exclusive of television audiences.

The distribution potential of 16mm films is further dramatized by "The Dollars and Sense of Business Films," a report of a few years ago on the production and distribution costs of representative advertising and public relations motion pictures published by the Association of National Advertisers, Incorporated. A study of 157 business films by the A.N.A. Films Steering Committee reveals that the median annual number of people viewing these films was 276,036; and the median number of total viewers reached by the films-many of which were still being circulated—was 1,268,561.

These figures become truly impressive, however, when two factors are taken into consideration: the median figures are actually misleading for the film sponsor who aims for large viewership since many of the films studied were designed for showings before small audiences; and the A.N.A.'s figures do not include the sometimes staggering number of viewers reached by television.

As indicated in the A.N.A. study, the film with broad general appeal has almost limitless viewership potential. One film cited in the survey, for example, was shown to almost 22 million people over a 16-year span.

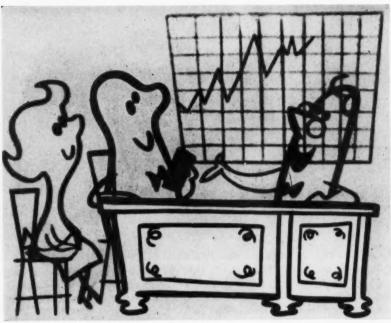
Stratospheric proportions

Although average telecasting time per week devoted to sponsored film has declined in recent years, a 1958 study of how television uses businesssponsored films, conducted by John T. Fosdick Associated for Modern Talking Picture Service (a film distributing company), shows that 99 out of every 100 stations use free film. Slightly under 85 per cent of these stations use such films once a week; 10.4 per cent at least once a month and 4.8 per cent once a month. Add television to other sponsored film outlets and the number of potential viewers reaches stratospheric proportions.

According to an article by John Flory and Tom Hope on the "Scope and Nature of Nontheatrical Films in the United States," published in the Journal of the Society of Motion Picture and Television Engineers, "the total audience reached by a well-designed and aggressively circulated, sponsored film frequently compares in size with that of a successful entertainment-type feature picture."

Still in demand after ten years is American Telephone and Telegraph Company's, half-hour film, "Adventure in Telezonia." The ten-year box score shows 5,076 color prints now in circulation and a school audience of more than 15,000,000. Another A T & T film, has played to an audience of Continued on Page 14

MAY 1960 13



JACK AND PENNY, the stars of "The Hope that Jack Built," are shown here in a scene from a production which advises potential investers to seek full-time professional managers of their funds through the purchase of shares in an investment company. Many films are produced for small, key audiences.

35,000,000 in ten years and is still in active distribution with 586 prints.

The National Live Stock and Meat Board's "Meat and Romance" was shown to more than 25,000,000 persons in 15 years of nontheatrical circulation, not counting any television audiences. "Green Harvest," a Weverhaeuser Forest Products film, has been seen by 13,481,229 in 11 years plus an estimated 54,000,000 via sustaining TV showings.

Probably the all-time film champion is "How to Catch a Cold," produced for Kimberly Clark, manufacturers of Kleenex tissues. In just seven years, it has been seen by the staggering total of 170,000,000 persons via both nontheatrical and television channels.

Impressive as they are, staggering audience viewer totals are far from the only indication of a film's worth-and in some cases they can be misleading. Many excellent films have been produced for small, key audiences. If the film's "message" is successfully transmitted to its pre-determined audience it has accomplished its purpose.

Moreover, a critical requirement in the business-sponsored film field is that "companies need better ways to find out whether the film has accomplished its objectives."

A survey revealed that 36 per cent of all companies evaluated success of their movies primarily on distribution and attendance statistics, only 5 per cent on whether or not the film did a job. The report suggests vastly increased activity in the field of objective audience reaction tests both before and after release.

What do films cost?

What does it cost to produce a film? The median cost of 116 films studied by the Association of National Advertisers several years ago was \$25,800. Up-to-date figures are not available, but rising costs have probably pushed that figure somewhere between \$30,-000 and \$40,000. To this must be added the cost of release prints and distribution expenses. ("If your film is a big hit," the research people advise, "your distribution costs can amount to two or three times your production costs.")

More significant than production cost to the public relations man is the cost of a film per viewer. The Association of National Advertisers study made this comment: "If a sponsor wishes to get maximum circulation for his film, and is willing to pro-

duce a picture suited to the largest possible audience, he can achieve circulation at a cost of only a few mills per viewer." Today, a cost of \$3.00 per thousand viewers is considered attainable if a film is carefully produced and efficiently distributed. Attractive as the cost-per-viewer figures are, of course, there are many companies of limited financial means that simply can't afford a major expenditure for a film program.

Joint sponsorship offers one way out of the dilemma. By pooling their resources, manufacturers of related, noncompetitive products have been able to use a medium which they could not

individually afford.

A case in point is a Rochester, N. Y. firm which manufactures portable stoves used by campers and fishermen. A film devoted exclusively to stoves would naturally offer little to an audience of outdoorsmen. However, when the stoves were incorporated into a film covering the interests of manufacturers of fishing tackle, outboard motors and aluminum boats, a first-class film resulted.

For the public relations director who wants to make a simple, unpretentious film for internal or limited external consumption, there is, of course, still another solution: join the growing group of "do it yourself" cinematog-

Continued on Page 16

• JAMES H. GRAHAM has written extensively on the subject of nontheatrical films during his twoyear association with The Rumrill Company Inc. of Rochester, N. Y. He has worked with the Editorial Service Bureau of Eastman Kodak Company in publicizing new products and photography in general. A substantial part of these public relations efforts has involved analyzing the rapidly growing nontheatrical film field and helping to call attention to its vast potential through a variety of articles in trade and consumer magazines.

A graduate of Holy Cross College and Syracuse University (where he received a Master's Degree in Journalism), Mr. Graham began his public relations career in the Public Information Office of the Consolidated Edison Company of New York, Inc. Prior to joining The Rumrill Company, he was city editor of the Plattsburgh (New York) PRESS-REPUBLICAN. • posircus per per (ttaind and e as e, of es of mply for a y out ir renonable d not ester, portand sively ttle to Howorpoerests e, outats, a rector inpreed exourse. owing natogige 16 tten onwoumter. the astıblitogıtial etthe film tion vacon-Colrsity Deham reer ffice om-

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OUR COMPANY RECOGNIZES THE **ESSENTIALITY** OF FIELDING

"By that I mean we know it is important to cover every base. Whether we're competing for the consumer's patronage, or a highly-regarded 'image' among opinion leaders, or an accurate awareness of our aims and accomplishments among shareholders and key financial factors . . . we

know none of these desirable objectives can be left to hit-and-miss, spasmodic programming.

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Walter G. Heren, Director Advertising and Public Relations, Union Electric Company,

"Our president talks to groups of security analysts around the country—we advertise in publications aimed at the financial community-our stockholders get frequent mailings from us.

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"THE PRODUCTION OF USS STEEL SHEETS," a 25-minute color and sound film, focuses here on a section of rolling and finishing mills in Pittsburgh. Film was selected as one of the representative United States business-sponsored films shown last year at international film festival held in Europe.

raphers. By shooting the film himself and adding sound by means of magnetic stripe, a budget-conscious executive can keep costs for a single copy production below \$500. This approach can never be a substitute for a well-conceived, professionally produced film—although it may afford a starter in this direction.

With careful planning, film lends itself to a complete promotional campaign. A good example of the multipurpose motion picture campaign built around one basic film is the new Lestoil film "A.O.A." (Analyze, Organize and Apply), a 17½ minute film aimed at home economics classes.

"A.O.A." is a system for efficient house cleaning—it does not depend on the sponsor's product. The product is shown, of course.

A shorter version was made simultaneously for free public service telecasts. A third, even shorter version was developed for incorporation into TV women's shows. Finally, a series of six 20-second TV commercials were recorded with specialized narration and standardized editing.

This is the kind of versatility that has scored heavily with company executives who use motion pictures as a prime public relations tool. A survey shows conclusively that motion pictures are now first-class members of the communications media lodge. Sixty-one per cent of the respondents ranked motion pictures as either "one of the most effective" or "above average" communication tools. Ass

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This response, favorable as it is, will undoubtedly be more enthusiastic in the future, for such technological advances as the introduction of 8mm sound projection systems will open up vast new audiences for the public relations film message.

Compared to the approximately 632,500 16mm projectors now in use in the United States, for example, there are between three and four million 8mm projectors. Industry experts estimate that within five years there will be several million 8mm sound projectors in use.

Cost-wise, an 8mm sound release print will run about ½ to ⅓ to that of a similar 16mm print. In many cases the entire cost of producing and distributing 8mm sound films may be recovered by selling the prints to customers.

To the budget-conscious public relations men this means one thing: enormous distribution at low cost—a kind of expense-paid trip to Shangri-La. It's one reason why communications experts are generally in agreement that movies — business-sponsored movies that is—are better than ever and getting better all the time.

THE CHICAGO ROUNDTABLE

By James R. Irving

• Rather than jealously guarding "trade secrets," members of Chicago's Association—Public Relations Roundtable meet monthly for the specific purpose of "trading secrets."

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Talking turkey is not the only distinction of this unique group, now in its second year. It's perhaps the only experiment of its kind where public relations practitioners and association executives can meet informally to discuss common public relations problems. Instead of trying to fill the meeting room with peripheral people for the sake of a large turnout, the Roundtable actually limits the attendance at each session to the first 25 interested men and women who reply to the meeting announcement. By so limiting the group, free discussion is facilitated and every counselor and association executive can fully participate.

The speaker is by no means the whole show. His case study presentation is but a point of departure for group discusion. Many of the speakers have said that they derived as much from the discussion as they put forth in their presentation. Subjects have been planned so that, while they cite a specific program or situation, they raise general questions of concern to all association and public relations men in attendance.

During the first year the list of discussion topics included:

Selling Your Membership on a Public Relations Program.

Inter-Association Cooperation in a Fight for Truth and Decency in Advertising.

Elements of the Steel Industry's Community Relations Program.

How to Overcome Membership Resistance to a New Market. Developing Support from Allied Industries.

It has been the Roundtable's policy to alternate speakers so that an association man conducts the discussion one month, a public relations counselor the next. The organization also is as informal as possible. Last year while acting as informal chairman of the group, my duties were limited to lining up speakers, sending out announcements of the meetings and acting as chairman at the luncheons. Representing the association side the first year, it was decided to turn the programs over to the public relations men the second season.

No budget at all

The informality is underscored by the fact that we have no budget at all. Mailings are handled by the chairmen and the only expense to members is the cost of the lunch. Even our speakers, many of whom are regular participants, pay their own way.

To cite an example of the nature of the meetings, let's take a look at one of our winter sessions. The topic was "How an Association Successfully Merchandises Public Relations Results to its Own Industry." The speaker was Jack B. Weil, vice president of the counseling firm of Mayer and O'Brien, Inc. Mr. Weil, who has supervised the American Institute of Men's and Boy's Wear account for more than four years, stressed the importance of letting the members of the association know what they are getting for their money in a belonging to the association and supporting its public relations program.

Mr. Weil showed a 12-minute sound motion picture his firm made to tell the industry the story of a two-day men's wear preview for newspaper fashion editors. He also played a taped presentation made for the membership to describe the use of public service "dress right" transcriptions by radio stations throughout the country. Roundtable participants were also given copies of reprints which are regularly sent to Institute members.

One association man commented, "I never leave these meetings without at least one idea that can be put to good use today." They are quite willing to share their experiences with the group in order that they can gain from the ensuing discussion.

The Roundtable began when of-Continued on Page 18



PUBLIC RELATIONS MEN and trade association personnel hold a roundtable discussion of "How an Association Successfully Merchandises Public Relations Results to its Own Industry." Group discussions cover successful and unsuccessful techniques. Each monthly meeting is limited to 25 persons.

PRESS INTELLIGENCE **DIRECTORY 1960**

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This 1960 revision covers 712. newspapers from the following viewpoints . . .

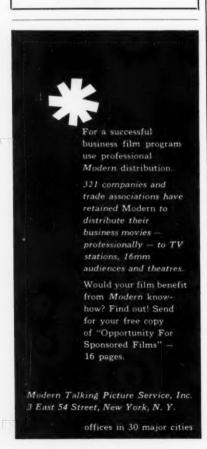
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PRESS INTELLIGENCE, INC. 724 Ninth Street, N.W. Washington 1, D. C.



ficers of the Public Relations Society of America and the Association Executives Forum of Chicago approved the idea of conducting a series of joint meetings. The initial roster was developed from the Chicago directories of PRSA and AEF. Association people with public relations program interests and public relations people actively working with associations were selected. Additional names were added as a result of inquiries received through AEF's Forum News and PRSA's Counselor, both of which carried stories on the project. It is interesting to note that active participants in the group have been rather evenly divided between association executives and public relations professionals.

How to follow Chicago's example

To inform Society chapters, or other groups, which may wish to follow the Chicago example, we offer this outline of "guidelines" which have been used by our speakers:

Raising funds

- 1. Selling a public relations program to members and nonmembers
- 2. Uniting an industry through a public relations program
- 3. Public relations aspects of membership promotion

Determining the approach

- 1. Surveying membership to determine needs and wants
- 2. Surveying publics to determine existing attitudes toward a product or industry

Doing the job

- 1. Selling specific ideas to specific publics
- 2. Selling specific ideas to members
- 3. Educating members as to the true value of the association's program instead of just what appears in print
- 4. Planning conventions for maximum effectiveness
- 5. Improving publications and releases

Evaluation

1. Evaluating or re-evaluating the association's public relations objective and accomplishments

- JAMES R. IRVING, Section Executive Secretary of Scientific Apparatus Makers Association, Chicago, Illinois, joined the Association in 1953 as Director of Public Information. Prior to that he was Assistant to the Manager of Pure Oil Research and Development Labs, a chemistry professor at Northwestern University and a writer-producer for radio station WTMJ. .
 - a. What's the problem, and how to be sure it's the real problem
 - b. How are we doing-measuring the effectiveness of a public relations program

With this as a guide, the Roundtable has moved into its second year. We continue to fill our select house of 25. We think that the association and public relations men have gained equally from the Roundtable. The association man has developed a greater respect for and knowledge of the practice of public relations, many readily admitting their shortcomings in this area. The public relations man, too, has benefited by gaining greater insight into association work.

Some projects failed

Incidentally, all of our discussions have not dealt with programs that were successful. Our people haven't been afraid to relate the story of some project that failed. Failures are often the best teachers and the group has been stimulated to consider the causes of failure. This kind of constructive criticism cannot help but benefit those planning similar programs.

One thing that has become clear is that an association's program succeeds or fails based on its ability to reach its publics effectively with the industry's

message.

If the Association-Public Relations Roundtable of Chicago continues to fulfill its early promise, it cannot help but help raise the standards of those practicing association public relations. Since a very large percentage of a trade association executive's function is concerned with public relations, and since public relations counselors are increasingly involved in association work, a regular meeting of the minds is one of the best ways to assure that both will reach their goal-to operate continually in the public interest.



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tion inds that rate In its day, the stage coach was tops. With the freight wagon, it served communities with no other suitable transport. When the railroads reached enough of the old stage towns, the coach and freight wagon faded into dusty frontier history.

Not only because the railroad could better handle the existing business the stage coaches had, but more importantly because the enormous new business created by superior service was traffic which could never have been handled by muscle power.

In transportation, as in other fields, business tends to go to those best qualified to handle it . . . to those able to provide, overall, the best service. And new forms of transportation in turn create new business the older forms never had.

Not all the freight handled by motor truck has been taken from railroads, to cite an example, nor is all air freight business diverted from either railroads or trucks. Availability of truck service has created vast new markets for industry and agriculture — many of them beyond the physical service facilities of other forms of transportation.

Trucks are fast, flexible—able to pick up, deliver or line haul any time of the day or night wherever there are roadways. That is why trucks today haul more tons of freight, within and between communities, than all other forms of transport combined.



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Public Relations Institute To Feature Top Lecturers

"We Americans pride ourselves on being the best-informed nation in the world. I submit that too often, sometimes perhaps without realizing it, we are uninformed, misinformed, and most of the time we are only half-informed. We seem to like it that way."

-EDWARD P. MORGAN

• This thesis—which will serve as the introduction to the session on Communications — will vie with many more controversial ones for the minds of 75 dedicated Public Relations Society of American members at the second annual Public Relations Institute to be held at the University of Wisconsin this summer from July 17 to 23

With a faculty roster that reads like a "Who's Who" of the top thinkers of America and a student body list that will include our nation's outstanding public relations "pros," the week-long, post-graduate course will provide a Society-sponsored forum for the examination of opinion on matters vital to public relations practitioners.

The Institute's purpose is the exploration of the political, social and economic climate in which public relations practitioners can expect to operate during this decade. Hence, the curriculum is designed to introduce ideas and thoughts that go beyond the day-to-day work of public relations people.

As the Society's President, Kenneth Youel, assistant director of communications for General Motors Corporation and an enthusiastic member of the 1959 Institute class, says, "The Institute permits Society members to examine the viewpoints of those regarded as outstanding thinkers in this country and gives them a chance to increase their knowledge, understanding and competence through discussions with them."

A serious learning effort

Institute Chairman Kenneth P. Wood, assistant vice president of the American Telephone and Telegraph Company, who warns students in advance that "this is a serious learning effort," has only to cite a typical day's program to lend authority to his statement.

The students will rise from their accommodations in the university's new Chadbourne Hall overlooking beautiful Lake Mendota at an early hour as the first class convenes in the new \$2,400,000 Wisconsin Center Building at 8:30 A.M.

The morning schedule calls for two important pundits—who may disagree with each other—to present their portion of the day's theme and then subject their beliefs and theories to the scrutiny of the students during the subsequent question and discussion period. Following a one-hour break for lunch, the afternoon speaker makes his presentation, submits to questions and then joins his morning colleagues in a panel discussion.

One of last year's Institute favorites, brilliant young Professor Raymond W. Mack, chairman of the Sociology Department of Northwestern University, serves as panel moderator and concludes the daylight sessions with his cogent daily summary.

Reading assignments issued by the next day's speakers occupy the 7:30 to 9:30 evening segment and the stimulating 14-hour day comes to a close at 11:00 P.M. after an informal

"bull session" that features snacks and refreshments.

Institute theme

With "Challenge of Change: Promises and Problems of the Decade Ahead" as the Institute theme, Faculty and Curriculum Committee Chairman Edward Littlejohn, assistant manager of public relations. Standard Oil Company (New Jersey), has recruited a faculty of 16, including one woman, who are considered to be the nation's leading thinkers in fields ranging from communications and foreign policy to labor and politics. A daily theme, related to the overall Institute theme, will require speakers to explore their areas of specialization within this framework.

Monday

Harlan Cleveland, dean of the Maxwell Graduate School of Citizenship and Public Affairs at Syracuse University, will keynote the Institute on Monday, July 18 with a discussion of "The Corporation and the Economy." Dean Cleveland is the former editor of *The Reporter* and was formerly assistant director of the U. S. Mutual Security Agency.

Professor David McCord Wright of McGill University in Montreal, Quebec, will develop the topic "The Corporation as Viewed by an Economist." He is an ex-Fullbright lecturer, Rockefeller Fellow and author of five widely-read books.

Dr. Courtney C. Brown, dean of the Graduate School of Business at Columbia University, will discuss "The Corporation as Viewed by a Business Educator." Dr. Brown serves on the board of several of the nation's largest corporations and also is vice president in charge of business affairs at Columbia.

Tuesday

One former labor editor, one labor mediator and a speaker not yet named will share the speaker's platform on Tuesday, July 19 with "The Corporation and Organized Labor" as the day's theme.

Professor Daniel Bell of the Columbia University Department of Sociology and former labor editor of Fortune will discuss "The Status and Strength of Labor Today."

"Collective Bargaining, Strikes and the Public Interest" is the topic to be

Continued on Page 22

NOBIYUKU TETSUDO

(Meaning: Progress on Japan's Railroads!)



Japan has never neglected its railroads. Rather, it has encouraged them to modernize and expand.

For Japan has always recognized railroads as the backbone of a modern industrial society...essential to booming production and the nation's economic growth.

This attitude has paid off in rich rewards, especially in Japan's postwar recovery and development program. In the 1946-56 decade alone, railroad freight traffic increased approximately 90%.

In the United States, by contrast, public policies tend to reflect indifference toward the railroads, while they encourage the railroads' competition.

Railroads are burdened with overregulation and excessive taxation while their competition uses highways, waterways and airways built and maintained by the government,

* *

The railroads ask no special favors. All they ask is the equality of treatment and opportunity fundamental to the American concept of free enterprise. Granted this, the public would then be assured of the efficient, low-cost rail service which a dynamic economy and national defense demand.

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THE REAL PUBLIC RELATIONS

"Public relations has made great progress in recent years. It has grown up and left behind many of the dubious practices for which it was criticized in its youth. There are still some who think of public relations men as modern descendants of P. T. Barnum, but they usually are people with little knowledge of modern public relations objectives and techniques. There are more public relations men occupying posts of responsibility than ever before, and they are making a solid contribution to the enterprises they represent.

"... Those who talk glibly about manipulating the public mind do not understand the profession of public relations. We communicate; we pass on information to the public. We may pass on information which emphasizes our company's or our cli-

ent's virtues, but those virtues have to be there in the first place. Our information has to be based upon facts and the facts have to be straight. The public is almost as quick to spot a twisted fact as it is an outright falsehood. . . .

"... Today's professional public relations man—or woman—usually stays in the background. He helps prepare company statements, but he seldom is quoted as a company spokesman. He helps his company build and deserve a good reputation with its neighbors and customers, but he doesn't try to lead the community cheering..."

presented by Professor Nathan Feinsinger of the University of Wisconsin Law School. He is well known as the umpire of General Motors—U.A.W. collective bargaining contracts. The third speaker will be announced later.

Wednesday

A faculty member from the University of California, Professor Seymour Martin Lipset, occupies the third day's (Wednesday, July 20) rostrum to discuss "American Values in the Sixties" with a speaker to be announced later who will talk on "Our Heritage of American Values." Professor Lipset, scheduled to be a visiting professor at Yale next year, is author of the newly-published book "Political Man: Essays on the Sociology of Democracy."

The Institute registrants will be given a respite from intensive study and class sessions on Wednesday afternoon and evening with a boat trip and picnic barbecue. The informal recreation period comes to an early halt, however, with the regular nightly discussion session scheduled from 9:30 to 11:00 P.M.

Thursday

A discussion of "Political Issues Confronting America in the 1960's" is the highlight of the fourth day (Thursday, July 21). Pulitzer prizewinning reporter James Reston, chief of the *New York Times* Washington Bureau, will discuss the topic, "The National Issues in the Campaign and 1960's"

The author of "Suburbia," Professor Robert C. Wood of the Massachusetts Institute of Technology, has been assigned the subject "The Crises of our Cities" for discussion.

Mrs. Vera Micheles Dean, author and editor of the Foreign Policy Association publications, speaks on "Issues in Foreign Policy in the Campaign and 1960's."

Friday

Three leaders in the field of mass communications will speak on the fifth day (Friday, July 22) with Pulitzer and Bancroft prize winner Dean Emeritus Frank Luther Mott of the University of Missouri School of Journalism offering a provocative "Re-Appraisal of our Mass Media."

Professor Percy H. Tannenbaum, director of the University of Wisconsin Mass Communications Research Center, will discuss "Communications Research to Date — and Guidelines for the Sixties."

A former director of the Bell Laboratories Human Relations Research Division and M.I.T. instructor, Profesor Alex Bavelas of Stanford University, will speak on "The Basics of the Communications Process."

Saturday

Professor Henry Steele Commager, regarded as one of the nation's leading historians, offers his observations on "The Lessons of History for Tomorrow" in opening the final day's presentations (Saturday, July 23). The Amherst College professor is author of "The American Mind" and "Our Nation."

Professor Mack will summarize the talks made at the week-long course to conclude the morning session.

One of the highlights of the traditional graduation luncheon will be the awarding of diplomas by University President Conrad A. Elvehjem.

Originally the idea of former Society President Kenneth W. Haagensen, the Institute in its first year received high praise from the student body, who in a post-session evaluation stressed the values of receiving a better understanding of social and economic forces and trends; a broadened perspective on the merits of the past and the outlook for the future, and a chance to exchange views with thought leaders and also with each other.

When President Kenneth Youel wrote to the Society membership in March that "the Institute is a most important contribution to higher standards of public relations leadership in America," he knew from his experience as a graduate of the 1959 Institute that his statement would be vindicated when 1960's class members receive their diplomas and return to work with their newly-acquired insights and knowledge.

Hale Nelson, vice president of the Illinois Bell Telephone Company, who served as the 1959 Institute General Chairman, has passed on the considerable responsibilities of this year's Institute to a hard-working committee.

General Chairman Wood headed the Faculty and Curriculum Committee last year while Professor Scott M. Cutlip of the University of Wisconsin School of Journalism returns for the second year as Institute Director.

Last year's graduates, George Hammond, president of Carl Byoir & Associates, Inc., and Carl Ruff, president of Carl Ruff Associates, Inc., have directed the activities of the Registration-Promotion and Publicity Committees, respectively. Ward B. Stevenson, President of General Public Relations, Inc., is serving for the second year as Finance Committee chairman.

Everyone reads between the lines

Meet a bride making a major buying decision. She's leafing through a company's catalog, page by page. Unconsciously she reads between the lines. Does the catalog exemplify the good taste that she wants to evidence in her home? Does the message suggest sincerity; is it easily readable; are the pictures well printed; does the paper have an appearance of quality? Companies that show respect for readers through attention to detail will win respect in return. Respectful printing begins with a good printer. See him early. Most likely he'll suggest a Warren paper. He'll get better results with Warren papers — and so will you. S. D. Warren Company, 89 Broad St., Boston, Mass.



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printing papers make a good impression

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

CHANGING FASHIONS AND TASTES IN FOOD

● The fact that one half of the 6,000 items on a grocer's shelves and in his frozen food lockers didn't exist ten years ago focuses attention to an increasing degree on the processes by which new products compete for the coveted exposure to the shopping public. This applies particularly to the impulse buyers who roam up and down the aisles looking for one thing and often buying another.

For every new item that reaches the shelves or the showcases, an old one has to be eliminated. The basis for survival is a combination of two factors. One has to do with whether the product is fast moving or slow. The other is whether it has a high mark-up or a low one. The competition between the great retail outlets grows each week. Even more intense is the competition between products for space, for exposure.

Apart from sheer exposure, what are the means and the persuasions by which a housewife changes her food-buying tastes and habits? What happened to change the American meat-and-potatoes diet? What caused Hawaiian and Chinese foods to grow so enormously in popular acceptance over the last two years? How did everyone know about TV dinners almost overnight? How did teen-agers change from the food barbarity of soggy French fries in a sea of ketchup to the more adventurous "pizza pies"?

Big waves and little ones

The forces that help to get new products on the shelves and in the lockers of the nation's grocery stores (and support the things that are already there) are like the waves of the sea that wash the shoreline. One follows another. There are big waves and little ones.

They fall into two general groups. One has to do with giving something away. As Howard Boerner, one of the most active food brokers in the greater New York area has explained, sam-

pling is a highly scientific merchandising skill that goes all the way down the distribution channels from the manufacturer to his sales organization, from the supermarket to the suburban housewife.

The giveaway operation has a bewildering variety of operations that begin with the "giant economy package" with discount coupons, "two-forone" offers, contests that offer everything from a trip around the world, a Caribbean island or a lemon tree. It's the "big trial offer."

Communication is another essential force, which, as a distinguished editor said recently, is the "accelerator of change." Letting people know about it and causing them to talk and tell each other is a thing that moves goods. That includes food.

Sledge-hammer power

The food advertisements, in which manufacturers say what they want to say and make the claims pretty much the way they want to make them, are colorful, informative, mouth-watering, appetizing. Their appeal has sledge-hammer power. In television commercials, the utmost in feminine charm is combined with a demonstration of the incredible ease in which a product is prepared.

Food is news. Many women read Clementine Paddleford's column in the New York Herald Tribune before they read Page 1. The prepared entrees and vegetables introduced by Seabrook Farms were declared the "significant trend" in food by the New York Times, a prediction which proved accurate in many ways. Not only are new foods involved in this communication process, but also new uses of the products that are staples on the shelves of the grocer and, very particularly, combinations that excite the imagination of homemakers. An example is the cooperative effort of one of the great pie crust manufacturers with a gelatine dessert sponsor. The

sales of both products increased phenomenally.

Adventure in food

In the pattern of letting people know and helping them to discover adventure in food, the new cook books play a big part. The demand is less and less for "basic" books, and more and more for such specialized works as "The Omelette Cook Book," the "Austrian Cook Book," "Cooking with Spices" and dozens of others. Such a cook book is unique. It produces, theoretically at least, a skill, and further, a product which people eat and talk about.

Everyone who cooks doesn't read food columns, women's magazines or cook books. The intangibles of communication are a part of the story of letting women know. Live demonstratations on "islands" in supermarkets play to more or less captive audiences. Professionals stage showcase luncheons for new products, often sponsored by civic and charitable groups. County agents, utility companies, Y.W.C.A.'s and many other organizations give cooking classes.

Field trips to local supermarkets

Not long ago, one company sponsored a series of demonstrations at the Food Trades Vocation High School in New York on The Enjoyment of Vegetables, at which French, Italian, Chinese and American tricks in the preparation of vegetables were shown. High schools not only offer training in cooking, but also many take their classes on "field trips" to local supermarkets.

It is a changing picture, fed by waves of interest, responding to pressures and efforts. Many products survive because of their inherent quality and value. But it is a field in which nothing is to be taken for granted, including communications. •



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Meet Your Friends and Customers in Person ...

at the 13th National PRSA Conference to be held at the Conrad Hilton Hotel, Chicago, Illinois, November 3-4-5, 1960.

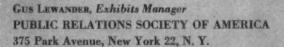
No other single event in the PRSA year draws the concentrated attention of the whole public relations profession like the annual Conference. Here the top public relations people put their heads together to review policies and exchange ideas for the coming year . . . make plans for more effective public relations.

Public relations executives want to know who's who in the business of serving them. They are eager to study new developments and techniques, to discuss matters of mutual interest and to set in motion new ideas.

At this Conference — if you are an exhibitor, they will come to YOU for information. You'll meet your top customers in person, cement old business ties and initiate valuable new contacts. Plan NOW to be an exhibitor.

City___

Since we already have over twice as many booth reservations as we had last year at this time, you are urged to act now. For full information, call Gus Lewander, Exhibits Manager at PRSA headquarters (PLaza 1-1940), or fill out this coupon.



Please send me full information on booths available for the 13th National Conference, Chicago, Illinois.

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Mr. Wood

By Ralph I. Wood

 In times of general prosperity and growth a story about Pottsville, Pa., where unemployment has fluctuated between 14-19 per cent in recent years, may seem merely a striking exception to the rule.

But Pottsville (23,640 population) is typical of numerous cities and towns in New England, the South and other periodically depressed areas, where community action has been desperately needed - and all too seldom successfully organized.

Anthracite mining employment figures in the general Pottsville area skidded from 23,000 in 1949 to around 6,000 in 1959. Lay-offs, as a result of this decline, have kept from 11-16,000 people out of work at one time or another.

Instead of adopting a grin-and-bear it attitude, the townspeople set out to diversify and revitalize a seemingly hopeless employment situation. In 1952, The Greater Pottsville Industrial Development Corporation was formed, as an adjunct to the Chamber of Commerce, About \$450,000 was raised to help bring two new companies into the community, and finance the expansion of a third.

Momentum continued

The momentum continued. New highways, a million dollar county airport, hospital expansions and business modernizations were completed. Some \$575,000 was raised in 1958 for a "Help Employ Local People" campaign and to attract two more new companies. In 1959 a "shell" speculative building was opened for still another firm.

At every step of the way, Pottsville has proven itself to be a town that never gives up-even though "it has had to sprint just to stay even."

Much of what has been accomplished in this area was stimulated by. or grew directly out of, the Pennsylvania Community Development Contest. Briefly stated, it is the purpose of this contest to unite the people and communities of this state in activities that will improve the local economy. It is based on the simple premise that governments can't legislate prosperity, while individual citizens and businesses-working together-can do almost anything for themselves.

The importance of the contest was indicated by the remarks of Gov. David L. Lawrence during Soviet Deputy Premier Frol Kozlov's visit to this country last July: "Pennsylvania is alive and development is the watchword." He added that he wished the visiting Soviet official could see all of Pennsylvania, saying:

"I would take him to our so-called depressed areas. I'd show him these former one-industry communities and then point out to him the vitality of American production."

There is no intention, of course, to claim that the Community Development Contest is responsible for all, or even the greater part, of Pennsylvania's recent community and industrial progress. It has, however, inspired countless cooperative projects, initiated the appropriation of many millions of dollars and been directly responsible for organizing communityaction-committees in many areas for the first time.

Handsome benefits

The contest is a project that encompasses virtually all phases of public and community relations. Practitioners in both fields, as well as top management and government officials everywhere, might benefit handsomely from a study of its application to other states and/or communities.

A new committee chairman is elected each year from among the many organizations which co-sponsor the contest and underwrite the awards.

Winners in each of five population groups must agree to plow back all cash prize awards into community improvements. In the first year of the contest, a total of \$10,000 was distributed. The second year awards reached \$15,000. In 1959, prizes for the winners amounted to \$20,000.

In addition, matching money is often given by business firms, as an extra incentive to the towns in their market areas. In 1958, an additional \$10,300 in matching money was distributed among the winners.

Far more important than the awards

[.] RALPH I. WOOD is Public Relations Manager of The Bell Telephone Company of Pennsylvania. Mr. Wood started with the telephone company in 1928 and joined the public relations department in 1945. He has been Editor of "The Telephone News," the company's employee publication, and later worked in advertising and merchandising before his present assignment. He was the 1959 chairman of the Pennsylvania Community Development Contest Committee. •

are the community projects completed—and their aggregate contribution to the economy of the state. The cities and towns participating are bringing in new plants, improving industrial facilities, enlarging payrolls. They are opening new schools, churches and hospitals; developing new parks, swimming pools, playgrounds; and establishing new recreational programs for young and old. They are beautifying their homes, improving their streets and encouraging their youth to study for the professions.

All these things—and many more such as increased tourist trade and modernized business districts—are being accomplished each year, as a result of the Community Development Contest. And there is a definite trend toward more and larger projects!

Financial aid for community projects is obtained from many quarters. Bonds are sold. Grants from foundations are secured. State and federal allocations are used whenever possible, appropriate and available. Local fundraising drives play a prominent role.

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Records are not available for all of the communities which participate. Even so, in 1958, within the 126 cities and towns submitting reports to our judges, it was found that more than \$50,000,000 had been invested in various projects. More than 750 community improvement projects were undertaken by this group. Some 61,282 people contributed their time and services, and it is estimated that 1,656,090 Pennsylvanians (14 per cent of the state's population) will benefit from this activity.

As in past years, the spirit and purpose of the contest at its best were demonstrated in community projects of many types. At Carlisle, for example, the highlights of its 1958 program included: Opening of a new church, two new grade schools, a swimming club and a sewage plant; expansion of PAL membership from 275 to 800; formation of the Golden Age Club for older citizens; \$500,000 expansion of a local shoe firm; organizing the Provisional League of Women Voters. For these and other projects, Carlisle won second place in the 10-25,000 population category.

Press coverage in a contest of this type and scope is truly phenomenal. Local newspapers, radio and TV newscasters respond quickly and frequently because it's their community in action. The contest, at every phase, is concerned with promoting action, getting

things done, and consequently creating countless news breaks. Each of the co-sponsors is a statewide organization, and uses its own public relations people to publicize its part in the contest.

The Bell Telephone Company of Pennsylvania, for example, frequently provides speakers to spark organizational meetings.

Before concluding, some details about how the contest is conducted may be in order. A record total of 276 cities and towns submitted entries for the 1959 contest, which ran from January 1 to December 31. Of this total, 74 communities entered the contest for the first time.

Each of the newcomers received an aluminum plaque from Alcoa for outdoor display purposes. There are now more than 400 of these plaques prominently displayed in communities which have joined this campaign to improve the local economy.

Contact has also been made with more than 800 communities—contest participants and others as well—urging them to engage in some worthy project during "Pennsylvania Community Development Month."

Naturally, every community in the

state is eligible to participate in the contest. Entrants may be a local Chamber of Commerce; an organization with similar functions, or any association of people interested in community betterment.

Each contest entrant is required to submit a complete report of community progress. The report is to be made in the form of a scrapbook which contains a record of community problems and solutions, projects and accomplishments, during the contest period.

News clippings, before and after photographs, methods of raising money to finance activities, amount spent on each project, number of people engaged in each project, etc., must be a part of the report as proof.

A brochure describing the contest in detail, its requirements and organizational procedures, is available through the Community Development Contest Committee, Pennsylvania State Chamber of Commerce, 222 N. Third St., Harrisburg, Pa.

Reading it, one may well decide that there will be much less need for stories titled, "A Town That Never Gives Up," when better community development plans are organized, made available—and put into action.

A BETTER PLACE TO LIVE is Pottsville, Pa., winner of one of 35 cash awards made in last year's Pennsylvania Community Development Contest. Presenting the award which won third place in the 10-25,000 population category is author Ralph I. Wood (far right), chairman of the 1959 contest. Others (left to right) are Albert Scott, president of the Pottsville Chamber of Commerce; Joseph Raring, Pottsville Jaycee president; James J. Haffey, Vice President, C of C; and Edward Breisacher, director of the Pottsville C of C.



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Books in Review

THE EXECUTIVE OVERSEAS: Administrative Attitudes and Relationships in a Foreign Culture, by John Fayerweather. Syracuse University Press, Syracuse, New York, 1959, 195 pp. \$4.00.

Reviewed by M. Robert Ferber Director of Public Relations ARS Publicidad Caracas, Venezuela

With tens of thousands of Americans earning their livelihood in other countries, and an increasing concern within the United States for our political and business relationships around the world, literary contributions which endeavor to improve these relationships serve a worthwhile purpose indeed.

This book, written by an associate professor of International Business at Columbia University, offers a constructive point of view on one phase of these problems; namely, how the individual American executive, stationed abroad, can build effective working relations with his foreign associates in the same firm.

Within this restricted field, Mr. Fayerweather makes a powerful case for positive action on the part of the U. S. executive to obtain an understanding of the attitudes which affect foreign executives in their work, especially those attitudes which are dominant in the culture of their country. He feels that through this understanding of attitudes, as well as of the personal relationships in foreign lands, and the special motivations which exist among other peoples, the American executive should be in a position to do a better job for himself, his company and his country, during his stay abroad.

The author recognizes that an American executive going outside his native land faces, in many instances, a certain hostility or jealousy towards Americans in general on the part of the people of the country where he is to work; and in order to "do the job" there for his company, he must have all the help, good-will and teamwork possible from his foreign co-workers. This study lays down the approach to

some of the ground rules for obtaining this internal cooperation.

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The academic style employed in analyzing this problem, and the extensive use of sociological and psychological terminology, may somewhat limit this work's effectiveness among those who might profit most by it. As it is, its widest and most direct use would probably be among young American executives who are presently considering a business career abroad with a large U. S. firm. However, for American businessmen with several years of foreign experience under their collective belt, the book may well appear to lack concreteness, possibilities of immediate application, and readability. And among this latter group are many who need a reorientation and readjustment in attitudes toward foreign associates.

The American working abroad faces many problems in his relationships with the people of the country where he works. Among them are his (and his wife's) contacts with neighbors, tradespeople, servants, government officials, and business acquaintances. Even on his job, the U. S. executive abroad must concern himself with his relationships with his company's manual or plant workers, distributors, customers, suppliers, union representatives, and occasionally stockholders. His relationship with his co-executives of the local nationality is likely to be one of his relatively minor problems, since the latter's interests probably coincide with his own to a far greater extent, than do those of the many other people with whom he must deal during his foreign assignment. One might regret, for this reason, the author's concentration on this small phase of the problems which beset The Executive Overseas.

Nevertheless, a plea for the American executive's better understanding of foreign culture, attitudes, and way-of-life is welcome at this time. The need for such understanding, and its direct application to the individual's behavior and adjustment in his "host-country," should be strikingly evident to all Americans living abroad.

WRITING BUSINESS LETTERS, by J. H. Menning and C. W. Wilkinson, Revised Edition, 1959. Richard D. Irwin, Inc. 613 pp.

Reviewed by James G. Shea General Public Relations Manager Southern Pacific Company San Francisco, Calif.

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· "Just about everybody has to write business letters," begins this book. When we consider that for the year beginning June 30, 1958, some 32 billion first-class letters went through the U. S. mail (200 for every person in the United States), we begin to see that letter-writing is big business. And since a first class letter, figuring dictator's and transcriber's time, stationery and stamps, taps the till for at least \$7.00, this method of communication becomes, however necessary, a high-cost way of doing business, and should be subject to the same analysis and upgrading that is given to methods in other industry and commerce. The book under review attempts to describe, analyze, and set up standards and goals for better business letters.

This book is a revised edition of

one first published in 1955. The main changes in the current volume are in: (1) Revision and variety of the problems which are found at the end of each chapter; (2) a new chapter on good-will letters; (3) an expanded section (Appendix A) on keyed symbols and their application to better business writing; (4) a section (Appendix B) on the basic legal aspects of letter writing; and (5) improvement in sample letters and their explanation.

While the format, as mentioned elsewhere, makes this an easy book to read, it is certainly not one to be scanned lightly in an evening or two. It is primarily a tightly-packed text-book written by college professors for serious students. This in no way minimizes its use for the business man, but he must be prepared to give every page close attention. The book merits this kind of study.

The first four chapters, which are treated as a unit, are devoted to a consideration of four essentials of good business letters: good will, persuasion, style, and appearance. Early in the book the authors establish three types of letters, which will apply to most situations: the A-type, or good news

letters; the B-type, or disappointing; and the C-type, or selling. These are referred to throughout the book and identified as the authors discuss in detail the various kinds of business letters that are commonly written.

There is a goodly supply of examples throughout that clarify or develop the text. Sample letters are timely and up-to-date. The generous and detailed boxed check lists which are inserted in the running text in most of the chapters, and the unusually numerous (on the average, 12 pages per chapter) problems at the conclusion of the chapters really constitute reviews and assignments that take much time to complete. The serious intent of the reader finds its test at this point.

For the most part, the book communicates well. The reader senses an underlying concern for sales psychology. Every communication affects relationships, and this is very important for the business implications. In spots the book may be wordy, yet its length cannot be attributed to this cause.

The important thing is the message. This book does a good job of showing why and how. •

Continued on Page 30



NORTH OF THE BORDER

Is a Many-Splendored Land

Most U.S. businessmen visiting Canada for the first time find their neighbor a friendly, busy, exciting country. Because they are welcomed there, and find so much to remind them of home, they sometimes think of Canada as a carbon copy of the United States.

Their impressions are not always precise. Canadians are different and wish to remain that way. American firms doing business in Québec or Ontario, Alberta or British Columbia, or in any other provinces of Canada need a two-way interpreter; one to tell them what Canadians are thinking, another to tell Canadians what they are planning and doing.

This firm has been performing that service for American-owned companies for a quarter of a century.

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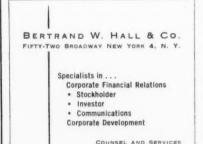
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Public Relations

Would you like to see a short graphic presentation on public relations for associations? It shows how public relations planning and techniques are now being used to help achieve the objectives of two associations. We'll be glad to show it to you Time: 20 min.





THE ANNUAL REPORT, edited by Don A. Talucci, Research Bureaus, Inc., Detroit, 1959, 176 pages, \$15. (Volume!).

• Two years in the making. The Annual Property of the Annual Property o

• Two years in the making, *The Annual Report* is the result of reviewing 7,500 annual reports and several hundred questionnaires. It presents a cross-section of both small and large companies and corporations representing all types of businesses and industries. The information is designed to serve as background material for planning and preparing annual reports and to provide a yardstick by which to measure results.

In the section, "The Annual Report, Its Contents and Preparation—Survey Data," the persons who are responsible for the preparation of an annual report are listed, along with statistics on the mechanical aspects, such as the use of graphs, expenses involved, number of pages, colors and printing methods, page size, stock, binding and distribution.

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A "Cover Section" devotes nine pages to samples of 1-, 2-, 3- and 4-color covers. The "Executive Message Section" is a grouping of corporate message samples while a "Scope of Operations Section" covers the historical aspects of the annual report.

Three sections are devoted to the mechanics of annual reports — "Charts and Graphs," "Art and Photography" and "Envelopes and Enclosures." The book concludes with a "Glossary" of terms and a "Guide of Proofreaders' and Editorial Marks."

ORGANIZATIONS, PUBLICATIONS AND DIRECTORIES in the MASS MEDIA OF COMMUNICATIONS, Iowa State University, Iowa City, 1960, 24 pp. \$1.00.

• This 24-page booklet, compiled by Prof. Wilbur Peterson, Head of the Bureau of Media Service, School of Journalism, Iowa State University, is divided into three sections—Organizations, Periodicals and Directories.

Part I contains names of major organizations in the media of mass communications, together with information about their purposes, functions and publications. Part II lists periodicals available in pertinent areas of mass communications.

Punched to fit a 3-ring notebook, the booklet costs \$1.00 per copy. However, special rates are available on orders of 10 or more. Inquiries should be directed to School of Journalism, Iowa State University.

PUBLIC RELATIONS INCORPORATED

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Establishing Identity Through Signs, Symbols



TECHNIQUES of public relations are being put to work to secure funds for the improvement of science facilities throughout the U.S.

By Willard Hunter

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• Throughout history signs and symbols have been used to convey ideas to people—ideas behind an organization, a state, a nation, an ideology. A picture symbol or a nationally meaningful sign has sometimes been more effective than words in stirring men to action and changing the fate of peoples.

The tablets of the Decalog, the cross, the fish of the early Christians, the Roman fasces, the Stars and Stripes, the hammer and sickle—each has played its role in human affairs.

In modern politics, the donkey and the elephant vie for the allegiance of the voter. In industry the Flying Red Horse, Chessie the Cat, Reddy Kilowatt, the Greyhound, Scotch Tape's tartan, and the Rock of Gibraltar have been found to be effective attention getters and holders. Smokey the Bear has made people conservation conscious, and the Red Cross has kindled compassion in the breasts of millions.

Advisable to establish identity

Advertisers have discovered that to establish identity it is advisable to have the name of the company almost always look the same. The type face or style of printing in which the name appears is known as the company's logotype. Thus the name "Ford" used to

• WILLARD HUNTER, former Associate Secretary of Macalester College, St. Paul, Minn., is Coordinator of Development, Claremont College, Claremont, Calif. •

be printed in such a way as to make it look like Henry Ford's signature. "The New York Times" appears at the top of page one in old English script. And the Doubleday book on the "Reader's Digest" carries its cover title "Of Lasting Interest" in the logotype of the "Digest" itself.

People do have a kindlier feeling toward those things with which they are familiar. The more ways the consumer, the voter—or the donor—can be made to feel at home with the product, the party, or the institution, the more likely will be his favorable feeling and confidence. And this confidence is the long first step toward action along the lines hoped for by the public relations practitioner.

For years the institutions for higher learning took the natural and academic view that it was sufficient to do a good job of educating young men and women. If the task was sufficiently well done, the right students would seek admission and the public-minded people of affluence would provide the funds. There was a touch of Emerson's mouse-trap theory. If you ran a good enough college, far-sighted philanthropists and fine freshmen would beat a path to your door.

Colleges are now abandoning this theory in droves. They are learning that you have to run a good college, but you also have to let it be known. They are discovering that friend-raising precedes fund-raising. They are proving formula: X (the product) plus Y (interpretation of the product) equals PR (public relations).

Accordingly, most colleges are launching development programs, enlisting volunteers from their natural constituencies and employing professional staff to service the volunteers. The college development field is one of the fastest growing professions in the nation today. In the few years of its existence, the Development Section of the American College Public Relations Association has grown from zero to more than 500 members.

"Development" is the term most of them like to use for fund-raising. And at the heart of development lies public relations. The first step is to create a climate of opinion about the college where fund-raising is possible and successful.

Macalester College, a co-educational liberal arts institution in Saint Paul, Minn., is one of the fine old schools with a great tradition, and a recent comer in the Development field. Its public relations was formerly dependent on the public pronouncements of a dynamic president and the press releases of a news bureau.

Ambassadors in print

Printing formerly was done by various departments, working independently, each publishing bulletins and leaflets according to the requirements and the budget of the issuing department. One admissions officer said that when he laid out his samples of literature on a table at a "college day" in any high school in the surrounding

Continued on Page 32

FORMULA FOR SUCCESS

"... you have to run a good college, but you also have to let it be known. Colleges are discovering that friend-raising precedes fundraising. They are proving out the formula: X (the product) plus Y (the interpretation of the product) equals PR (public relations)."

area, one would think that the material came from a number of different colleges.

So an early step for improving the public relations of the college was to get identifying symbols and standardization into the college's ambassadors in print.

When the 10-year, 10-million-dollar development program was launched in 1956, the Board of Trustees created a Development Council, composed of volunteers, who were to have charge of the "fund-raising-public-relations" aspects of the college.

In creating a standard of family resemblance for the college's publications, a survey was made of symbols that could be used. First off, there were the traditional college seal and colors. Edward Duffield Neill, the founder, designed the seal before the college was opened in 1885. A pioneer Minnesota educator, Neill also organized the state's public school system, was first chancellor of the University

of Minnesota, and served President Lincoln as a White House secretary during the war years.

The conception of the seal would not cause much stir today, but when it was designed in the nineteenth century, it carried quite a revolutionary idea—science and religion working in harmony as twin facets of divine truth. Over the years the seal had lost much of its original detail through reproductions from reproductions. So this was redrawn and sharpened up in keeping with the original description, as outlined by Mr. Neill.

The school colors, orange and blue, had been chosen in the founding years by a committee headed by Dr. James Wallace, who as professor, dean and President, was the College's moving spirit for 52 years, and who was the father of DeWitt Wallace, editor and publisher of the *Reader's Digest*.

A relative newcomer to the school's symbolism was also in use on a small scale, the tartan of the Scottish Clan MacAlester. In 1950 a journalism class had written to the Chief of the Clan in Scotland, Col. Charles Godfrey Somerville MacAlester, asking permission to use the tartan in connection with the Macalester Pipe Band. The chief not only gave his blessing, but sent a \$400 silver-inlaid set of bagpipes as his personal contribution.

Here was a symbol of proven effectiveness. Nearly everybody is pro-Scot. E. S. Bogardus in his survey entitled "Social Distance and Its Origins" discovered that among those he questioned, out of 30 national origin groups, there was the least prejudice against the Scots.



COLLEGE SEALS are traditional educational emblems. This one adopted in 19th century by Macalester College founders portrays science and religion as "twins of heaven,"

Scottish symbolism seems to bring forth in people's minds the pathos and humanity of Robert Burns, the lilt and humor of Harry Lauder, thrift, frugality, ruggedness, hardheadedness and a tough-fibered character.

Tartan and pipes

The Macalester tartan immediately proved to be so popular that the colors of the tartan have been used more widely in the new publications than the orange and blue, though the latter is still followed in many themes.

Another symbol that was already lending itself naturally to the college's Pipe Band was the crest of the Clan's Coat-of-Arms, with its clenched dagger and the motto "fortiter."

Obtaining the cooperation of the other departments of the college was no problem. The new symbols immediately became so popular that the other departments came to the Development Office to secure the art work for carrying out the common themes.

Further refinement of the tartan theme was developed for the latest publication of the college — a fundraising brochure entitled "Underwriting America's Future By Giving To Education."

In 1960 the College celebrates its 75th Anniversary. With its development program finishing its third out of ten years 35 per cent ahead of schedule, the college enters its fourth quarter of a century with the determination to meet the requirements placed upon liberal arts education in the space age.

Signs and symbols have proven themselves to be a significant factor in Macalester's present gain and expected future progress.



MACALESTER COLLEGE PIPE BAND is part of Scottish traditions of the school which lend themselves to various public relations uses.

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Handouts by Wire

One day last week, a teleprinter in the
Los Angeles Mirror-News chattered excitedly with a strange bit of copy. "The following," began a story punched out 6 miles west, "is released by Childrens Hospital of Los Angeles, 4614 Sunset Boulevard. Attention city desks. Advance release. 'Mistletoe is for kissing, not for eating.'" Thereafter followed 200 words. drafted by Childrens Hospital, to the effect that mistletoe is poisonous when taken internally. What was remarkable about the story was not the toxicity of mistletoe but the transmission. One of the publicity man's newer gimmicks in his tireless assault on news space is the tele-printer, which delivers handouts to the city desk looking just like copy hot off the A.P. or U.P.I. machine.

This ingenious approach was first tried five years ago in New York by a onetime publicity man named Herbert Muschel. With less than \$10,000 in capital, Muschel launched PR News Association in Manhattan, a publicity wholesaler that took copy from commerce and industry and moved it-for an annual membership fee of \$25, plus a daily charge of \$15 for transmissions-over printers installed free in newspaper offices, broadcasting stations and other communications outlets that permitted the installation. Today Muschel has more than 700 paying cus-tomers—among them General Foods Corp., Kaiser Industries Corp. and the American Heart Association Inc.-whose copy is moved daily to 17 nonpaying subscribers, e.g., the New York Times, five other big Manhattan dailies and the U.S. Information Service.

Muschel's success inevitably attracted imitators. In 1958 Chicago's City News Bureau, a journalistic cooperative financed by all four Chicago dailies, launched the PR News Service, a private publicity sys-tem patterned after Muschel's brainchild and equally successful. And this year in Los Angeles, two pressagents, incorporated as Transmit, Inc., offered the same service to Southern California newspapers and radio and television stations.

Some newspaper editors like the idea. "I think it's an intelligent device for distributing news releases and handouts from commercial concerns," said the Los Angeles Mirror-News' managing editor, Ed Murray. "A machine like this doesn't commit you to use the stuff, and I think one's judgment of the news value is likely to be better if it comes in by a machine. And it helps cut down on all that

opening of letters. But not all editors share Murray view. Said Taylor Trumbo, managing editor of the Los Angeles Times: "Our main objection to such a service is that it would cut down on the personal planting of news releases. We are visited by any number of planters, and we get to know those we think are reliable and those we might have to check further on." On that principle, the Times refused to let Transmit install its machine.



PR Newswire, Now 6, Says 'TU VM' to Press

TU VM ON OUR 6th AN-VERSARY" is how PR NIVERSARY" how Newswire signed off one night recently.

The message, received in the wire rooms of 18 newspapers and press associations in the New York metropolitan area, was saying "Thank you very much" on behalf of Herbert Muschel, founder of the service on March 8, 1954.

Mr. Muschel started with 80 His first was Transclients. World Airlines, still a customer. Now he has 750, of which a third are scattered through 20 states and in Canada.

Headquarters office is the ground floor of a brownstone house on East 38th Street, New

In its six years, PR Newswire has handled some 30,000 stories. Half of them come via public relations firms and ad agencies; the rest from company and organization pr directors.

Mr. Muschel and his editorial director, William A. Platt, 47, a former New York Times reporter and publicist, guard the

quality of the wire jealously.

"We handle all kinds of spot news and features," Mr.

Muschel said, "but if there is no 'hard news' in an item, or if we have reason to question its authenticity, we turn it down."

About half of PR Newswire's report is in the business and financial area. Material for city desks is next in volume. The wire often carries obits, sports and entertainment news. Fashion stories crop up occasionally, and so do social items. The re-port has even included birth announcements.

Alerts News Desks

By means of informational temos, PR Newswire alerts news and photo editors to story possibilities, gives them backmaterial, ground press conferences, reports the movements of VIP's, and out-lines arrangements for press coverage of various events.

For this service, PR News-wire charges a \$25 yearly retainer fee and bills at the rate of \$15 a day per account for days on which it does any work

for a member.
"Our copy reaches editors from their own wire rooms,

clean, flat and ready to be worked," Mr. Muschel said, worked," "just like the copy they get from the AP and UPI."

A typical story reaches PR Newswire by mail, if there i time. Otherwise it is delivered by messenger and, from out of town, by TWX or telegraph.

All copy is subject to editing in consultation with the new source and is checked before it is filed on the wire. News source: place their stories in PR Newswire's hands to be sharpened up. Clients, espesharpened up. Clients, especially those who are out of seek advice on the most propitious time to release a story. The PR Newswire report is fairly evenly divided between 'immediate release" stories and "advances."

Started TV Guide

Mr. Muschel, 42, who sports a full beard dating from a hospital stay two years ago, was a merchant mariner in World War II. He returned to New York in 1946, watched the expanding popularity of television and hit upon the idea of a pocket-size program magazine. The idea turned into TV Guide, of which he was first managing editor. Later he turned to public relations.

From the frustrations he encountered in getting his stories to editors who might use them grew the idea of a direct service

to news outlets.
"Frequently our stories make the front pages across the country, occasionally with a banner headline," he remarked.

PR Newswire is the forerunner of similar services now operating in Chicago, Los Aneles, and London, England. fourth is about to get under way in Toronto, Canada.

FOR FURTHER INFORMATION CALL OR WRITE

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NEW YORKER creates

"When the illustration shown below appeared as a cover on The New Yorker, I spontaneously wrote The New Yorker to say that I thought it was not only the greatest cover, but perhaps the best picture I have ever seen. It expresses the American dream."





